



Amsterdam 2013 PRESS RELEASE

MacBike has been the biggest bike hire shop in Amsterdam for 25 years.

Amsterdam, 21 maart 2013

MacBike is celebrating its 25th birthday in 2013. MacBike is the biggest bike hire shop in Amsterdam and serves about 400,000 visitors every year. It all comes down to the sheer pleasure of exploring Amsterdam in a sustainable way.

There are four hire shops in prime locations: Amsterdam Centraal Station, Leidseplein, Waterlooplein and Marnixstraat, making MacBike one of the best known brands in Amsterdam. The red bikes are instantly recognisable all over the city and are now part of the furniture in Amsterdam.

Its founder, Jos Louwman, cycled through India in 1988 and this gave him the idea of hiring out bikes in Amsterdam: *'The bicycle is a mode of transport that you can really enjoy. You can literally get yourself to wherever you want to be. I wanted to bring that fun to Amsterdam for the thousands of tourists who visit every year. The bicycle is also a sustainable mode of transport and it helps to improve air quality.'*

Since 1993 MacBike has also been making a major contribution to safe cycling in Amsterdam. Whenever tourists hire a bike from MacBike they are always given a brochure telling them how they can cycle safely and the best way to lock up their bike.

To mark this year's anniversary celebrations, MacBike has put together a special cycle route around Amsterdam's 400-year-old canals, and they have ambitions too: a new bike service centre is opening on the banks of the IJ in Amsterdam in Spring 2013, underneath the largest and most breathtaking library in Europe (the OBA).

More information about MacBike

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